

Message Text

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PAGE 01 SYDNEY 00674 220530Z
ACTION EA-09

INFO OCT-01 EB-08 ISO-00 /018 W
-----220603Z 033890 /14

R 220155Z MAR 77
FM AMCONSUL SYDNEY
TO USDOC WASHDC
INFO SECSTATE WASHDC 7483
AMEMBASSY TOKYO
AMEMBASSY CANBERRA
AMCONSUL MELBOURNE
AMCONSUL BRISBANE
AMCONSUL PERTH

UNCLAS SYDNEY 0674

USDOC AND TOKYO FOR USTS

E.O. 11652: N/A
TAGS: ETRD, AS
SUBJECT: VISIT USA TRAVEL SHOW

1. THE VISIT USA TRAVEL SHOW IN SYDNEY CLOSED MARCH 18, AFTER THREE DAYS OF SHOWING TO THE PUBLIC AND THE TRADE. THE SHOW WAS ORGANIZED BY THE TRAVEL INDUSTRY, WITH THE SUPPORT OF THE POST AND US TRAVEL SERVICE, AND WAS STAGED IN THE US TRADE CENTER, SYDNEY. A USA TRAVEL ORIENTATION PROGRAM FOR THE TRADE FOLLOWS NEXT WEEK IN MELBOURNE.

2. THE PARTICIPANTS IN SYDNEY NUMBERED 24 (INCLUDING A SMALL DISPLAY OF RAND MCNALLY TRAVEL PUBLICATIONS NOT LISTED IN THE SHOW CATALOG) AND INCLUDED TOUR ORGANIZERS AND COMPANIES PROVIDING ACCOMMODATION AND AIR AND SURFACE TRANSPORTATION.

3. TOTAL ATTENDANCE OVER THE THREE DAYS EXCEEDED 3500.

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4. A CONCURRENT SERIES OF SEMINARS FOR THE TRADE ONLY WAS ATTENDED BY 380 PERSONS, MOST OF THEM SALES PEOPLE, BUT A FEW FROM ADVISORY AND MANAGEMENT POSITIONS. THE TOP HONORS FOR DISTANCE TRAVELED GO TO A TRAVEL AGENT FROM MT. HAWTHORN, A SUBURB OF PERTH (SOME 3,000 MILES AWAY), BUT THERE WERE SEVERAL OTHER PARTICIPANTS FROM TOWNS AT DISTANCES UP TO NEARLY 500 MILES FROM SYDNEY.

5. COMMENTS FROM TRADE PEOPLE ATTENDING THE SEMINARS WERE UNIFORMLY ENTHUSIASTIC. MANY REMARKED THAT THIS SORT OF DETAILED INFORMATION WAS JUST WHAT THEY NEEDED TO SELL TRAVEL TO THE U.S. ACCURATELY AND EFFECTIVELY.

6. LECTURERS AT THE SEMINAR, WHO WERE DRAWN FROM THE LIST OF EXHIBITORS IN THE SHOW, WERE EQUALLY ENTHUSIASTIC. ONE LECTURER POINTED OUT THAT THE TWO-DAY LECTURE SERIES WAS THE EQUIVALENT OF ABOUT 400 TRADE CALLS, WHICH WOULD NORMALLY TAKE A YEAR TO ACCOMPLISH.

7. EXHIBITORS' REMARKS WERE ALSO HIGHLY COMMENDATORY. THE ONLY EXHIBITOR WHO CARED TO QUOTE A MONETARY FIGURE SAID THAT HE EXPECTED SALES REACHING AT LEAST 50,000 DOLLARS OR 100,000 DOLLARS TO RESULT FROM HIS PARTICIPATION IN THE SHOW. ALL OTHER EXHIBITORS WERE MORE GENERAL IN THEIR PRAISE.

8. POSSIBLY EVEN MORE IMPORTANT THAN THE SALES RESULTING DIRECTLY FROM THE SHOW WERE THE NEW CONTACTS ESTABLISHED. ON THE OPENING NIGHT, SEVERAL EXHIBITORS VOLUNTEERED THE REMARK THAT THE OPENING CEREMONY, HOSTED BY THE CHARGE D'AFFAIRES, HAD BEEN ATTENDED BY IMPORTANT TRAVEL FIGURES THAT THEY WERE CUSTOMARILY UNABLE TO REACH.

9. THE ACTIVITY OF PREPARATION FOR, AND PARTICIPATION IN, THE SHOW, AND ESPECIALLY THE SUPPORT OF USTS, HAS UNCLASSIFIED

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GENERATED A HIGH DEGREE OF ENTHUSIASM AMONG THE EXHIBITORS AND THE TRADE IN GENERAL, AND THE SEMINARS MATERIALLY UPGRADED THE COMPETENCE OF THOSE ATTENDING. THE SHOW CAN BE CONSIDERED A SUCCESSFUL AND VERY IMPORTANT CONTRIBUTION TO THE COUNTRY COMMERCIAL PROGRAM (CCP) VISIT USA CAMPAIGN. DAVIS

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Message Attributes

Automatic Decaptioning: X
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Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Disposition Remarks:
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Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
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Review Action: RELEASED, APPROVED
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Review Media Identifier:
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Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
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Status: NATIVE
Subject: VISIT USA TRAVEL SHOW
TAGS: ETRD, AS
To: COM
Type: TE
vdkgvkey: odbc://SAS/SAS.dbo.SAS_Docs/43b4aab3-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009